



WPXI
4145 Evergreen Road
Pittsburgh, PA 15214

Strategic Media Services
3299 K Street NW
Suite 200
Washington, DC 20007

Contract # 338952

Schedule Dates

10/26/12-11/05/12

Advertiser

Pol/Iss/Fight for the Dream (17116)

Agency/T-Code

Strategic Media Services (1349)/958114894

Product

Political - Issue (1068)

Brand

ISS/FIGHT FOR THE DREAM (140585)

Salesperson

Telerep/Washington DC, Washington DC (1040)

Sales Office

Telerep/Washington DC

Buyer Name

BANCROFT, DIANE

Phone/Fax

/

CPE

N/A

Account Types

National/Political

Billing Type

Standard

Comments

FIGHT 4 DREAM 10/26
***** THIS IS A CASH IN ADVANCE SCHEDULE *****

Date Entered 10/25/12
Last Modified 10/31/12
Entered By Jennifer Stewart
CO-OP Yes
Headline # 06397173
Demo
Order Type Normal
Package Deal
Commission % 15.00
Commission \$6,412.50
Net Total \$36,337.50
Sales Tax

Pittsburgh (WPXI)

By Broadcast Month	Spots	Rate
Oct. 2012	8	\$6,275.00
Nov. 2012	28	\$36,475.00
Grand Total:	36	\$42,750.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Normal Line / Spot	10/26/12-10/26/12	4	:30	5:59A- Channel 11 News 6am	1						1		1	\$800.00	\$800.00	Pittsburgh (WPXI)	NEWS 6-7A/1	10/25/12
2.0	Normal Line / Spot	10/29/12-11/02/12	4	:30	5:59A- Channel 11 News 6am	3	X	X	X	X	X			3	\$800.00	\$2,400.00	Pittsburgh (WPXI)	NEWS 6-7A/2	10/25/12
3.0	Normal Line / Spot	11/05/12-11/05/12	4	:30	5:59A- Channel 11 News 6am	1								1	\$800.00	\$800.00	Pittsburgh (WPXI)	NEWS 6-7A/3	10/25/12
4.0	Normal Line / Spot	10/26/12-10/26/12	4	:30	6:58A- Today Show	1						1		1	\$800.00	\$800.00	Pittsburgh (WPXI)	TODAY 7-9A/4	10/25/12
5.0	Normal Line / Spot	10/29/12-11/02/12	4	:30	6:58A- Today Show	2	X	X	X	X	X			2	\$800.00	\$1,600.00	Pittsburgh (WPXI)	TODAY 7-9A/5	10/25/12
6.0	Normal Line / Spot	11/05/12-11/05/12	4	:30	7A- Today Show	1								1	\$800.00	\$800.00	Pittsburgh (WPXI)	TODAY 7-9A/6	10/25/12
7.0	Normal Line / Spot	10/26/12-10/26/12	4	:30	9A- Today Show 9a	1						1		1	\$400.00	\$400.00	Pittsburgh (WPXI)	TODAY 9-10A/7	10/25/12
8.0	Normal Line / Spot	10/29/12-11/02/12	4	:30	9A- Today Show 9a	2	X	X	X	X	X			2	\$400.00	\$800.00	Pittsburgh (WPXI)	TODAY 9-10A/8	10/25/12
9.0	Normal Line / Spot	10/29/12-11/02/12	4	:30	11:59A- Channel 11 News At Noon	3	X	X	X	X	X			3	\$375.00	\$1,125.00	Pittsburgh (WPXI)	NOON NEWS/9	10/25/12
10.0	Normal Line / Spot	10/29/12-11/02/12	4	:30	12:30P- The Doctors 1230-130p	1	X	X	X	X	X			1	\$275.00	\$275.00	Pittsburgh (WPXI)	DOCTORS/10	10/25/12
11.0	Normal Line / Spot	10/26/12-10/26/12	4	:30	2:58P- Days Of Our Lives	1						1		1	\$500.00	\$500.00	Pittsburgh (WPXI)	DAY5/11	10/25/12

CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Date:

Accepted-Station:

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Comments:

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Product Political - Issue (1068)
Brand ISS/FIGHT FOR THE DREAM (140585)
Salesperson Telerep/Washington DC, Washington DC (1040)
Sales Office Telerep/Washington DC
Buyer Name BANCROFT, DIANE
Phone/Fax /
CPE N/A
Account Types National/Political
Billing Type Standard
Comments

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By Broadcast Month
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Nov. 2012 28 \$36,475.00
Grand Total: 36 \$42,750.00

FIGHT 4 DREAM 10/26
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Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
12.0	Normal Line / Spot	10/29/12-11/02/12	4	:30	2:58P- Days Of Our Lives	2	X	X	X	X	X			2	\$500.00	\$1,000.00	Pittsburgh (WPXI)	DAYS/12	10/25/12
13.0	Normal Line / Spot	10/29/12-11/02/12	4	:30	4P- Judge Judy 4p	2	X	X	X	X	X				\$400.00		Pittsburgh (WPXI)	JUDY 4-430P/13	10/25/12
13.0.1	Closed Preempt	10/29/12															Pittsburgh (WPXI)	Political/Exception	
13.0.2	Closed Preempt	10/29/12															Pittsburgh (WPXI)	Political/Exception	
14.0	Normal Line / Spot	10/30/12-11/02/12	4	:30	5:58P- Channel 11 News At 6pm M-F	2		X	X	X	X				\$1,000.00		Pittsburgh (WPXI)	NEWS 6-630P/14	10/25/12
14.0.1	Closed Preempt	10/30/12															Pittsburgh (WPXI)	Political/Exception	
14.0.2	Closed Preempt	10/30/12															Pittsburgh (WPXI)	Political/Exception	
15.0	Normal Line / Spot	11/05/12-11/05/12	4	:30	5:58P- Channel 11 News At 6pm M-F	1									\$1,000.00		Pittsburgh (WPXI)	NEWS 6-630P/15	10/25/12
15.0.1	Closed Preempt	11/05/12															Pittsburgh (WPXI)	No Avail/Exception	
16.0	Normal Line / Spot	10/29/12-11/02/12	4	:30	6:59P- Jeopardy	2	X	X	X	X	X			1	\$1,800.00	\$1,800.00	Pittsburgh (WPXI)	JEOP 7-730P/16	10/25/12
16.0.1	Closed Preempt	10/29/12															Pittsburgh (WPXI)	Political/Exception	
17.0	Normal Line / Spot	11/05/12-11/05/12	4	:30	6:59P- Jeopardy	1									\$1,800.00		Pittsburgh (WPXI)	JEOP 7-730P/17	10/25/12
17.0.1	Closed Preempt	11/05/12															Pittsburgh (WPXI)	No Avail/Exception	

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18.0	Normal Line / Spot	10/29/12-11/02/12	4	:30	7:30P- WHEEL OF FORTUNE	2	X	X	X	X	X			2	\$1,800.00	\$3,600.00	Pittsburgh (WPXI)	WHEEL 730-8P/18	10/25/12
19.0	Normal Line / Spot	10/29/12-11/02/12	4	:30	10:59P- CHANNEL 11 NEWS AT 11P	3	X	X	X	X	X			3	\$2,000.00	\$6,000.00	Pittsburgh (WPXI)	LATE NEWS/19	10/25/12
20.0	Normal Line / Spot	11/05/12-11/05/12	4	:30	10:59P- CHANNEL 11 NEWS AT 11P	1								1	\$2,000.00	\$2,000.00	Pittsburgh (WPXI)	LATE NEWS/20	10/25/12
21.0	Normal Line / Sports- Local Pro	11/03/12-11/03/12	5	:30	3:30P- Notre Dame Football							1		1	\$5,000.00	\$5,000.00	Pittsburgh (WPXI)	PTT ND GAME/21	10/25/12
22.0	Normal Line / Spot	10/27/12-10/27/12	4	:30	6P- CHANNEL 11 NEWS							1		1	\$625.00	\$625.00	Pittsburgh (WPXI)	SAT NEWS 6-630P/22	10/25/12
23.0	Normal Line / Spot	10/27/12-10/27/12	4	:30	10:59P- CHANNEL 11 NEWS AT 11P							1		1	\$2,100.00	\$2,100.00	Pittsburgh (WPXI)	LATE NEWS/23	10/25/12
24.0	Normal Line / Spot	11/03/12-11/03/12	4	:30	11:29P- NBC SATURDAY NIGHT LIVE							1		1	\$1,200.00	\$1,200.00	Pittsburgh (WPXI)	SNL/24	10/25/12
25.0	Normal Line / Spot	10/28/12-10/28/12	4	:30	8A- 10A (EST)								1	1	\$375.00	\$375.00	Pittsburgh (WPXI)	NEWS 8A-10A/25	10/25/12
26.0	Normal Line / Spot	10/28/12-11/04/12	4	:30	6P- CHANNEL 11 NEWS								1	2	\$675.00	\$1,350.00	Pittsburgh (WPXI)	NEWS 6-630P/26	10/25/12
27.0	M/G For 13.0.1 / Spot	11/01/12-11/02/12	4	:30	4:58A- Channel 11 News 5am	1					X	X		1	\$400.00	\$400.00	Pittsburgh (WPXI)	EW 5-530a/13	10/30/12
28.0	M/G For 13.0.2 / Spot	11/02/12-11/02/12	3	:30	11:59A- Channel 11 News At Noon								1	1	\$500.00	\$500.00	Pittsburgh (WPXI)	NOON 12-1230P/13	10/31/12

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29.0	M/G For 14.0.1,14.0.2,15.0.1,16.0.1,17.0.1 / Sports-Football	11/04/12-11/04/12	5	:30	8:13P- NBC Sunday Night Football								1	1	\$6,500.00	\$6,500.00	Pittsburgh (WPXI)	SNF/14	10/31/12

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